

ABSTRACT OF THE DISCLOSURE

An electronic reservation referral system and method that begins with any reservation and uses interactive email sales and marketing strategies to follow up on that initial reservation or sale. It is designed to take place in the time frame between a consumer's first reservation and the actual consumption of the product(s). The method and system utilize communication systems, such as e-mail, to provide consumers access to a wide range of goods and services based upon prior purchases or reservations.

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